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*The*  
*Cooperative*  
**EXTENSION**  
**SERVICE**



*of the*  
**U. S. Department of Agriculture**  
*and*  
**The State Land-Grant Colleges**



# **The Cooperative Extension Service<sup>1</sup>**

*Field Educational Arm of the United States  
Department of Agriculture and the State  
Land-Grant Colleges*

## **Food Is Basic**

We all know that our lives depend on a continuous and adequate supply of food and clothing. Yet seldom do we stop to realize that five-sixths of our national population depends greatly on the ability of the other sixth to grow the products needed for food and clothing. Thus, our farmers perform a gigantic task in normal times which makes even a more valuable contribution to national security in times of emergency.

## **Back of Food Production**

An adequate national food-and-fiber supply requires well-informed, highly skilled, and energetic farm men, women, and youth. It requires farm people who have a deep-seated enthusiasm for

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<sup>1</sup> By Lester A. Schlup, Chief, Division of Extension Information.

their way of life and a sound understanding of their economic and social interdependence with urban life.

## **Knowledge and Skills Needed**

To help provide farm people with the latest experimental findings, technical advice, and successful methods of farming and homemaking, and to arm them with the knowledge that will make them well-informed citizens, a Cooperative Extension Service has been maintained since 1914. It is now considered the largest organized out-of-school educational system in the world. It has qualified educational representatives in every rural county and some urban centers.

## **Serves People**

From these local representatives, farm people receive a constant flow of information on research, economics, policies, and other subjects. This information originates in the State land-grant colleges and the United States Department of Agriculture, most of it being scientific information from the experimental laboratories. It is adapted to local problems and used in county educational programs organized democratically with local people for the

purpose of improving farming, rural life, and citizenship understanding.

## Who Are Reached

Nearly 7 million families know how to make more scientific use of their resources, achieve a better living, and understand more intelligently their responsibilities as citizens because of their contact with the local representatives of the Cooperative Extension Service. Seven out of 10 of these families live on farms, and the other 3 live in villages or cities. Three out of every 4 rural families are regularly reached with help and guidance by these local representatives, known as county extension agents.

## Who Are the Local Representatives

In general, there are three types of local representatives. The *county agricultural agent* works with farmers and farm boys. The *home demonstration agent* works with farm women and farm girls. In some States, special *4-H Club agents* work with both boys and girls. Urban agents are located in some cities. Most of the county extension agents are located in the courthouse or the Federal building at the county seat.

## **Back of the Agents**

Back of the agents are the vast resources of scientific research in the State land-grant colleges and the United States Department of Agriculture, whose research results and programs these agents localize, simplify, explain, and demonstrate to farm people and others concerned.

## **Size of Staff**

To carry on this informal educational work, the Cooperative Extension Service has a Nation-wide professional staff of more than 12,500 workers, of whom approximately 9,500 are agents in the counties, 3,030 are on the headquarters staff in the State land-grant colleges, and 75 are in the National Extension Service in the United States Department of Agriculture.

## **Local Leaders Help Professional Staff**

Since the extension program is one of helping people to help themselves, local leaders play a very important part in it. About a million unpaid local leaders—leading farmers, farm women, and other citizens—are serving as local leaders—They hold neighborly meetings in their communities, serve as leaders of the 85,800 4-H Clubs and the 62,700 home

demonstration clubs, and otherwise take the lead in making agreed-on improvements in their communities under the general guidance of the county extension agents.

## **How Administered in States**

In the United States Department of Agriculture, the program is administered by a Director of Extension Work. In each State the program is administered by a cooperatively employed State extension director. He is named by the State land-grant college supervisory board and must be approved by the Secretary of Agriculture. The State director then works out with county governments the joint appointment and supervision of the county extension agents.

## **A Partnership Agency**

The Cooperative Extension Service is the field educational arm of the United States Department of Agriculture and the State land-grant colleges. It is a partnership agency in which the officials of Government—Federal, State, and county—sit in council with rural people and together analyze local conditions, take stock of their resources, and develop and help to carry out programs for the financial,

educational, and social benefit of the community and its individual members.

## **Cooperatively Financed**

The Service is cooperatively financed with Federal, State, and local funds. Federal funds contribute 40 percent of the 80-million dollar total cost and are expended in line with approved cooperative projects. State governments put in 35 percent of the total budget, and local county sources provide the other 25 percent.

## **What Extension Agents Do**

Extension agents make annually more than 20 million personal contacts (visits to farms, people calling at their office, telephone calls, and so forth) with farm people and others interested in agriculture and home economics. They explain and demonstrate better practices in meetings with a total attendance of over 75 million. They help to train and inform a million voluntary local leaders. They release more than 900,000 educational news stories, give approximately 165,000 radio talks, distribute around 23 million bulletins, and conduct other teaching activities in an effort to get useful localized information on agriculture and home economics to large numbers of people.

## Work With Nonfarm People

Although the Cooperative Extension Service is usually thought of as an organization primarily devoted to rural interests, its basic law calls for the dissemination of useful information in agriculture and home economics to all people. Over 2 million, or nearly one-third of the families influenced by some phase of the Extension program, are nonfarm families. Many of these live in small towns or are part-time farmers near cities. Many, however, live in cities and make use of extension advice regarding homemaking, consumer education, gardening, lawns, shade-trees, and the like. About 450,000 of the nearly 2 million members of boys' and girls' 4-H Clubs are from what the Census Bureau calls nonfarm homes.

## Keeping Agents Informed

A major job for the United States Department of Agriculture, and other agencies that need Extension's help in explaining facts to farm and other people, is to keep the agents informed. On national program and policy matters this is done through the Director of Extension Work in the United States Department of Agriculture to the State extension directors, who send the county extension agents the needed information and administrative instructions.

In specialized subject-matter and program fields much regular information goes from the Federal Extension specialists and field agents to their counterparts in the States, and thence to county extension agents. On public-information matters a steady flow of background material and suggested releases goes from the Department and other agencies through the National Extension office to the State extension editors, for localization and use in their regular news, radio, and other information services. The editors release this material through county extension agents and direct to press, radio, and other outlets.

## **Additional Information**

For more detailed information about the work of the Cooperative Extension Service, apply to the director of the Extension Service at the land-grant college in your State; or write to the United States Department of Agriculture, Washington 25, D. C., either in care of the Director of Extension Work or in care of the Chief of the Division of Extension Information.

The address of the Director of the Extension Service in your State is contained in the following list.

## Addresses of State Extension Directors

ALABAMA-----	Alabama Polytechnic Institute, Auburn.
ALASKA-----	University of Alaska, College.
ARIZONA-----	University of Arizona, Tucson.
ARKANSAS-----	P. O. Box 391, Little Rock.
CALIFORNIA-----	College of Agriculture, University of California, Berkeley 4.
COLORADO-----	Colorado Agricultural and Mechanical College, Fort Collins.
CONNECTICUT---	University of Connecticut, Storrs.
DELAWARE-----	University of Delaware, Newark.
FLORIDA-----	Horticultural Building, College of Agri- culture, University of Florida, Gaines- ville.
GEORGIA-----	Georgia State College of Agriculture, Athens.
HAWAII-----	University of Hawaii, Honolulu 10.
IDAHO-----	Statehouse, Boise.

ILLINOIS-----	College of Agriculture, Urbana.
INDIANA-----	Purdue University, LaFayette.
IOWA-----	Iowa State College of Agriculture and Mechanic Arts, Ames.
KANSAS-----	Kansas State College, Manhattan.
KENTUCKY-----	College of Agriculture, University of Kentucky, Lexington 29.
LOUISIANA-----	Louisiana State University, University Station, Baton Rouge 3.
MAINE-----	College of Agriculture, University of Maine, Orono.
MARYLAND-----	University of Maryland, College Park.
MASSACHUSETTS--	University of Massachusetts, Amherst.
MICHIGAN-----	Michigan State College, East Lansing.
MINNESOTA-----	University of Minnesota, University Farm, St. Paul 1.
MISSISSIPPI-----	Mississippi State College, State College.
MISSOURI-----	College of Agriculture, University of Missouri, Columbia.
MONTANA-----	Montana State College, Bozeman.

- NEBRASKA----- College of Agriculture, University of  
Nebraska, Lincoln 1.
- NEVADA----- Agricultural Extension Division, Uni-  
versity of Nevada, Reno.
- NEW HAMPSHIRE. University of New Hampshire, Durham.
- NEW JERSEY---- College of Agriculture, Rutgers Univer-  
sity, New Brunswick.
- NEW MEXICO---- New Mexico College of Agriculture, State  
College.
- NEW YORK----- College of Agriculture, Ithaca.
- NORTH CAROLINA State College Station, Raleigh.
- NORTH DAKOTA-- North Dakota Agricultural College, State  
College Station, Fargo.
- OHIO----- College of Agriculture, Ohio State Uni-  
versity, Columbus 10.
- OKLAHOMA----- Oklahoma Agricultural and Mechanical  
College, Stillwater.
- OREGON----- Oregon State Agricultural College, Cor-  
vallis.
- PUERTO RICO--- University of Puerto Rico, Rio Piedras.

PENNSYLVANIA---	Pennsylvania State College, State College.
RHODE ISLAND---	University of Rhode Island, Kingston.
SOUTH CAROLINA	Clemson Agricultural College of South Carolina, Clemson.
SOUTH DAKOTA---	South Dakota State College, Brookings.
TENNESSEE-----	College of Agriculture, University of Tennessee, Knoxville 7.
TEXAS-----	Agricultural and Mechanical College of Texas, College Station.
UTAH-----	Utah State Agricultural College, Logan.
VERMONT-----	College of Agriculture, Burlington.
VIRGINIA-----	Virginia Polytechnic Institute, Blacksburg.
WASHINGTON---	Box 328, College Station, Pullman.
WEST VIRGINIA..	College of Agriculture, West Virginia University, Morgantown.
WISCONSIN-----	College of Agriculture, University of Wisconsin, Madison 6.
WYOMING-----	College of Agriculture, University of Wyoming, Laramie.

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**Extension Service**  
**United States Department of Agriculture**  
**Washington 25, D. C.**  
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